



OUR AMERICA

MOTION PICTURES

Drama • Current Events • Education

Dedication

To all those who make Motion Pictures:

Inventors, technicians, producers, directors, cameramen, actors, artists, carpenters, costumers and all who do any kind of work in creating pictures that delight millions;

To all those who distribute Motion Pictures:

Shippers, carriers, advertisers and users, who send pleasure-giving films on journeys through our own land and other lands, who announce the coming of new pictures, present them to audiences everywhere and make it possible for millions of human beings to see, to enjoy and to learn;

To all those who make practical use of Motion Pictures:

Teachers, demonstrators and technical workers who use motion pictures in education and training, in explaining and promoting the arts and sciences, in developing health, in leading to better ways of life and especially in increasing good will, obedience to law and order, national unity and international understanding;

To all those who improve Motion Pictures:

Writers, artists and men of learning, who find new ways of placing upon the silver screen life, beauty, color, sound and reality, who increase the emotional appeal, effectiveness and power of motion pictures, who lead to better understanding of the world and its people, to new creative influences and to the better shaping and molding of civilization;

TO ALL THESE WE DEDICATE THIS WORK.



THIS BOOK WAS MADE BY.....

FIRST NAME

LAST NAME

TEACHER

GRADE

YEAR



HOW TO USE THIS BOOK

Here is a book that introduces you to the making, the wide distribution, the purposeful using and the constant improving of motion pictures.

Here, too, are spaces in which you can mount twenty beautifully colored pictures, each one illustrating some particular fact concerning the making, the distributing, the using and the improving of motion pictures.

THIS BOOK HAS FOUR PARTS AS FOLLOWS:

I. Producing Motion Pictures.

1. How cameramen photograph scenes for motion pictures;
2. How writers, directors and producers prepare motion picture stories;
3. How artists and cameramen make animated cartoons;
4. How actors make-up for character rôles;
5. How costumes and stage materials give reality to motion pictures.

II. Distributing Motion Pictures.

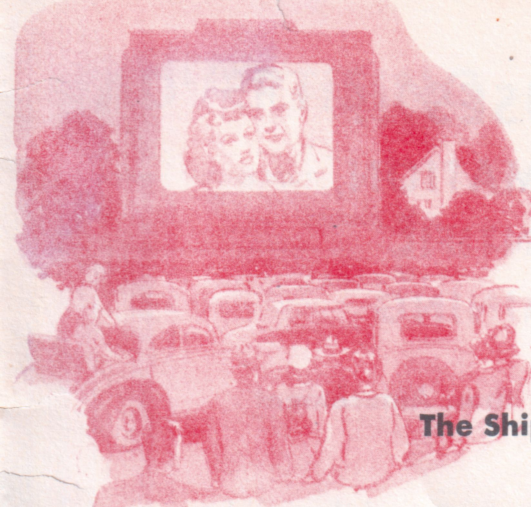
1. How experts examine motion picture films and make them perfect;
2. How experts bring together and unify sections of motion picture film;
3. How projectors place film stories upon the screens of theaters;
4. How motion pictures advertise;
5. How films go to lands whose inhabitants do not speak English.

III. Making Practical Use of Motion Pictures.

1. How motion pictures help to unify communities;
2. How they teach classes in schools;
3. How they reveal far places and foreign lands;
4. How they give training in the sciences and the arts;
5. How they aid in civil life.

IV. Improving Motion Pictures.

1. How motion picture photographers carry on their work;
2. How motion picture directors select effective actors;
3. How special artists prepare motion picture sets;
4. How cameramen record important speeches;
5. How ingenious methods make unusual pictures.



DISTRIBUTION... SELECTING, CUTTING, ADVERTISING AND PROJECTING

The Shipment and the Presentation of Motion Pictures

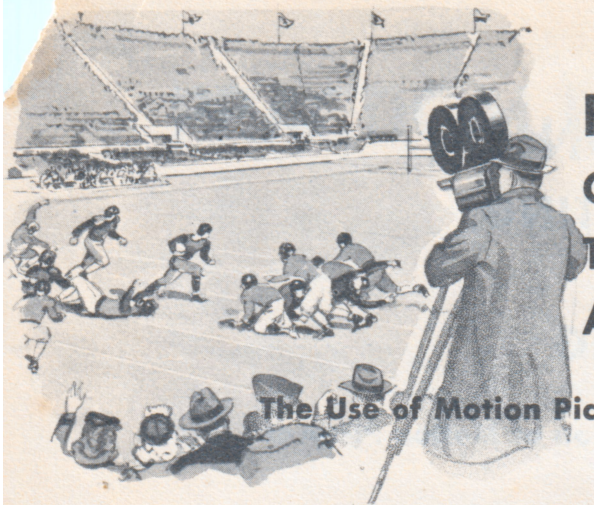
When an ordinary person takes pictures with a small camera he must have the film developed and then have copies printed. Usually he finds that some of the pictures he made are better than others. It is the same in the making of motion pictures. Not all sections are satisfactory. To allow for this, motion picture makers make many more frames, or individual pictures, than they can use. Persons who have been trained especially, look over all parts of the film and decide which parts are satisfactory and which are not.

What a task it is to look over perhaps 450,000 little pictures, each one about one inch square, and select the best! The persons who examine the pictures, who cut them and who splice the parts together are expert in their work and do it quickly and easily. An ingenious machine, the moviola, enables those who examine films to see each section clearly.

Motion pictures speak a universal language. Every person who sees them, no matter what language he speaks, understands much of what the pictures show. When motion pictures are to go to audiences not familiar with English, the film makers translate the spoken words into Spanish, French or whatever language is needed, and print the words upon the pictures. When we in the United States import films from non-English speaking countries, we translate foreign dialogues into English and also print the words upon the pictures.

Ordinarily, the United States exports films to many different countries and in return imports films from those countries.

Motion picture advertisements in newspapers and in magazines, attractive advertising displays on the screens of theaters, and sometimes special exhibits at the entrances of theaters, interest people in pictures to be presented. The greater the popularity of a picture, the greater its distribution.



PRACTICAL USES... GENERAL INFORMATION, TECHNICAL, SCIENTIFIC AND SOCIAL TRAINING

The Use of Motion Pictures for Other Purposes than Amusement

Wide experience in life, travel and familiarity with many parts of the world, add to breadth of view. Motion pictures give many of the advantages of experience and of travel. Just as books do, they make people acquainted with different kinds of persons in many different places.

Some motion pictures are wholly and intentionally educational. Many schools of the United States make important use of definitely educational motion pictures. Those pictures, taking no more than ten or fifteen minutes each, concern every subject taught. Because such pictures are interesting they present subjects with special clearness and emphasis.

Motion pictures help in training and directing persons in all kinds of play and of work. Pictures of baseball and of football games help the trainers of teams to study the games and to make their instructions clear. Pictures of running, hurdling, high jumping, pole vaulting, skiing, archery and other sports help to develop skill. Other pictures explain methods of life-saving and ways of avoiding accidents. Still other pictures demonstrate ways of caring for the afflicted. Many pictures show the use, the care and repair of machines.

In the detection and the prevention of crime, motion pictures play an important part. The United States Treasury circulates many motion picture films showing the methods of counterfeiters, the work of the Federal Bureau of Investigation and ways of avoiding loss through counterfeit money.

Slow motion pictures give particular advantages. They show incidents in a race, in a baseball or in a football game or in any other activity, at slow speed, making it possible to study details. Students may study by itself any one of the thousands of tiny frames of a motion picture film. In these, and in other ways, motion pictures contribute greatly to information and ability.



THE FUTURE... IMPROVED METHODS OF OBTAINING EFFECTIVE MOTION PICTURES

The Development of New Skill in Motion Picture Making

As a form of public amusement motion pictures have developed within the last forty or fifty years. In that time they have made most amazing improvement. Every year has shown some new and great advance. Early motion pictures showed short scenes of striking or amusing action, a railroad engine hurrying by at full speed, or a clownish person in ridiculous antics. From short presentations motion pictures developed to the telling of long stories. At first motion pictures showed silent black and white pictures only. Explanations and dialogues appeared in print on the pictures.

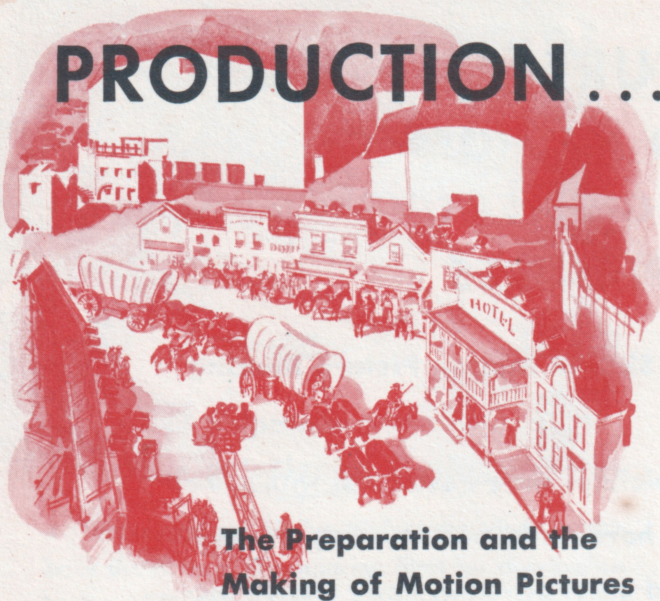
Many persons said, "How wonderful if we could have pictures in colors! Wouldn't it be surprising if pictures could talk?" Motion picture makers experimented eagerly, and by 1922 put upon the screen full-length, colored motion pictures. By 1927 they presented motion pictures that "talked".

News photographers became more expert in photographing great events. Expert actors, or "stars", won favor because of skill and personality. Great books of the past and important living writers provided plots for motion picture plays. Life stories, or biographies, of the world's great men and women became motion picture plays of unusual interest and high educational values.

Settings for motion pictures became elaborate and costly. Motion picture companies sent actors and photographers to far away places, to Tahiti, or the jungles of Africa, or else made sets providing foreign atmosphere.

New and amazing devices in trick photography showed struggles in the interiors of sunken submarines, frightful adventures in airplanes, desperate experiences in blazing buildings, storms at sea, floods and hurricanes. Giant apes, prehistoric monsters, ghosts, persons traveling through the air on enchanted rugs of the Arabian Nights, all appeared in motion pictures as if real.

PRODUCTION . . . PHOTOGRAPHY, PLANS,



The Preparation and the Making of Motion Pictures

● The first five pictures that you are to place in this book introduce you to some of the methods of making modern motion pictures.

● In the first picture, you are "on location" with a motion picture company, watching the making of a picture of events in the time of the early New England settlers. You see an early New England home, and before it men and women wearing old New England costumes. To you their faces appear over-painted but you know that in the picture they will look entirely natural. If it were not for such make-up their pictures would be flat and lifeless.

You hear the director tell the actors what to do. You see him show them how to act and how to speak their lines. You watch the company practice again and again before the cameramen set their cameras into action and begin to make the picture.

You notice large metal reflectors that throw light upon the actors' faces, and you see microphones over the heads of the actors, catching speech and sending it to be recorded upon the film.

● In the second picture you watch a group of writers talking over the details of a picture and planning events so that the picture will interest the public. You know that many different persons will take part in changing and in improving the film story.

● The third picture shows artists making an animated cartoon story, comic pictures that talk and sing and do all kinds of laughable, impossible things. You see that such motion picture films call for the making of thousands of little pictures, each one much like its neighbors but each a little different. You see that such pictures, whether made by drawing thou-

sands of little pictures by hand or by mechanical means, call for long and patient work.

● The fourth picture shows a tall, dignified actor standing patiently while a make-up man cuts and trims his false beard, brushes his hair, powders his face, changes his eyebrows and "makes him up" so that he will look like the person he is to represent. The beard and the mustache are false, the eyebrows are false, the color is too high but in the picture all will look real and entirely true to life.

● Your guide takes you to the property rooms of a motion picture company. You see dozens of pairs of boots and shoes, cowboy ropes and leather breeches, western hats, odd saddles, medieval armor, weapons, lamps, furniture and so many other things that you wonder if the motion picture company has become agent for a department store. "Stage properties" play a great part in giving reality to pictures. Since at any moment any "prop" may be needed, the company keeps on hand everything necessary.

MOTION PICTURES NO. 1

WORKING ON LOCATION

PASTE HERE

ACTIVITY PROJECT

Make a list of four or five streets, buildings or unusual places that you saw in motion picture plays and that you believe were photographed from manufactured settings rather than from reality.

MAKE-UP AND USE OF STAGE PROPERTIES

MOTION PICTURES NO. 2

PLANNING A MOTION PICTURE

PASTE HERE

ACTIVITY PROJECT

Suggest a short motion picture that might interest an audience if shown in a motion picture theater.

MOTION PICTURES NO. 3

MAKING AN ANIMATED CARTOON

PASTE HERE

ACTIVITY PROJECT

Cut a square of cardboard. Punch holes in each side. Tie strings to both sides of the cardboard. At the bottom of the card, on one side, draw a heavy black circle two inches in diameter. Turn the card over, turning it away from you. At the bottom of the side opposite the circle draw a line-picture of a little man, small enough to go within the circle on the other side of the card. Now twist the string, making the card turn over and over rapidly. Watch your little man jump inside the circle.

MOTION PICTURES NO. 4

MAKING-UP

PASTE HERE

ACTIVITY PROJECT

Make a list of some of the most surprising changes in make-up that you saw in motion picture plays, changes that showed the same actor representing different persons.

MOTION PICTURES NO. 5

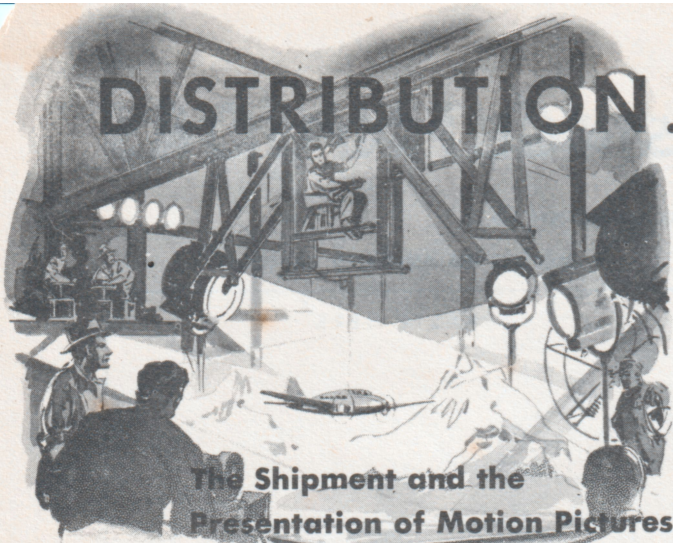
LOOKING AT THE PROPERTY ROOMS

PASTE HERE

ACTIVITY PROJECT

Make a list of ten different "props" used in one of the last motion pictures that you saw.

DISTRIBUTION... SELECTING, CUTTING,



The Shipment and the Presentation of Motion Pictures

- The second set of five pictures to place in this book shows ways of preparing films for distribution to the public, of advertising pictures and of projecting pictures upon the screens of theaters.

- A motion picture film is a thin strip of transparent celluloid a little over an inch and a quarter wide. The film comes in strips two thousand feet in length. Each individual frame, or picture on the film, is smaller than an ordinary postage stamp. To make an ordinary motion picture, cameramen may use thirty thousand feet of film! They may make more than five hundred thousand individual pictures.

- The second picture shows careful examination of film by use of an ingenious machine known as moviola. While the film passes through this machine the operator looks through a glass and sees every detail. At the same time he hears the accompanying music and the talking part of the picture. He can stop the machine at any moment to look closely at some particular part of the film or he can move the film back and see parts of it again.

He cuts out all that is not effective and artistic. Of the original thirty or forty thousand feet of film he may keep only six or seven thousand feet.

- Powerful projectors, hidden in the projection room, throw the pictures upon the screen. The projectors pass brilliant light through a film and then through lenses, upon the screen at which the audience looks. A theater uses two or more projectors. As soon as the projector has thrown two thousand feet of film upon the screen, the second projector instantly begins with the second two-thousand feet, and so on. Light that falls through a sound track on the film makes an electric cell convey impulses to loud speakers in the theater.

- Advertising helps to sell every manufactured product, including motion pictures. Motion picture companies interest the public by means of newspaper and magazine articles about the pictures and the actors, and the theaters make preview announcements and advertise pictures in various ways.

Sometimes theaters make outdoor displays near the entrances, showing selected pictures, exaggerated figures, or anything else that suggests the atmosphere and the action of the complete picture.

- When we send films to Mexico, Central America and South America where Spanish is spoken, to Brazil where Portuguese is spoken, and to lands with other languages, we translate introductions, explanations and spoken words into the languages of the foreign countries and print the words on the pictures.

When we import motion pictures from lands in which English is not spoken, we print on the pictures in English the explanations and the dialogues.

MOTION PICTURES NO. 6

EXAMINING FILM

PASTE HERE

ACTIVITY PROJECT

Obtain a number of ordinary negatives made by amateur photographers with small hand cameras. Point out ways in which some negatives are better than others.

ADVERTISING AND PROJECTING

MOTION PICTURES NO. 7

EDITING FILM

PASTE HERE

ACTIVITY PROJECT

Cut out a series of pictures from ordinary daily newspapers. In one pile place those pictures that you call excellent; in another pile place those that you call less satisfactory. Explain the reasons that lead you to select those that you call excellent.

MOTION PICTURES NO. 8

PROJECTING MOTION PICTURES

PASTE HERE

ACTIVITY PROJECT

Watch any motion picture projector, large or small, used in a private home or in a motion picture theater. Tell all that you see.

MOTION PICTURES NO. 9

ATTRACTING AUDIENCES

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ACTIVITY PROJECT

Make a report concerning all the ways in which motion picture theaters in your town advertise or in any way make motion picture plays attractive to the public.

MOTION PICTURES NO. 10

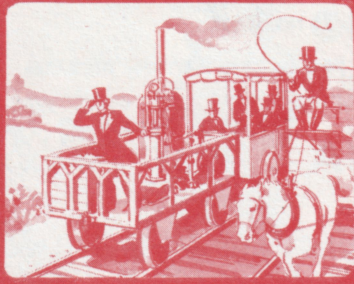
EXHIBITING IN A FOREIGN LAND

PASTE HERE

ACTIVITY PROJECT

If motion picture makers in the United States were to export motion picture films to the following lands, what languages would have to appear on the films? Cuba, Brazil, Argentina, Peru, Mexico, Martinique, Honduras, Iceland, Tahiti, Algeria.

PRACTICAL USES...GENERAL INFORMATION,



The Use of Motion Pictures for Other Purposes than Amusement

- Some motion pictures tell interesting stories about people and events. Some lead to laughter, making people forget the anxieties and the cares of life. Many motion pictures give instruction, teaching the public or teaching particular groups. Use of motion pictures for these serious purposes increases constantly. Even in motion picture theaters educational films interest and instruct audiences that have come merely to be amused.

- Every motion picture theater brings the people of a community together and helps to shape community opinion. Special announcements, national and community appeals and sometimes group singing help to bring about oneness of spirit. In many ways motion picture theaters influence the public, developing patriotism, giving understanding of events of the day, leading to sympathy with movements for the public good and developing common attitudes toward life.

- Motion pictures give definite instruction in every part of teaching in school. A comparatively few pictures in books do much to explain and illustrate subjects but hundreds of frames of motion picture films do much more to illustrate the same subjects.

The second picture to be placed here shows a lesson in posture. The picture might have concerned mathematics, music, art, literature, geography, biography, nature study, science or any other subject.

- All motion pictures educate people in one way or another. Motion picture plays founded upon biography teach the public about great men and great events in history. Travel pictures make audiences acquainted with the Yosemite, the Yellowstone, Glacier National Park and other American places of

natural beauty and also with foreign scenes in all parts of the world. Because of motion pictures the American people today are better acquainted with the world than ever before. Motion pictures founded upon great books encourage the reading of good literature, for every presentation of a motion picture founded upon a great book increases the sale of the book itself.

Every motion picture story teaches something about people, manners, customs, costumes and life in our own country or in other parts of the world.

- In training social workers, policemen, soldiers, firemen and other public helpers, motion pictures, even in comic strips, give important service. They present subjects graphically, clearly and emphatically. They give directions by showing exactly what to do and thus make training at once simple and easy. In many ways moving and speaking pictures supplement the work of living trainers, instructors and educators. They aid greatly in the work of teaching.

MOTION PICTURES NO. 11

UNITING A COMMUNITY

PASTE HERE

ACTIVITY PROJECT

In what different ways do motion picture theaters in your community help to bring the people of your community together, to develop common interests, to promote work in which the community believes and, in general, to increase community life and spirit?

TECHNICAL, SCIENTIFIC AND SOCIAL TRAINING

MOTION PICTURES NO. 12

USING MOTION PICTURES IN SCHOOL

PASTE HERE

ACTIVITY PROJECT

If motion pictures are used in your school, tell for what purposes they are used. If motion pictures are not used in your school, tell what subject you would like most to have illustrated by means of motion pictures.

MOTION PICTURES NO. 13

LOOKING AT TRAVEL PICTURES

PASTE HERE

ACTIVITY PROJECT

Make a list of distant American and distant foreign places with which you have become familiar through motion pictures.

MOTION PICTURES NO. 14

USING MOTION PICTURES IN SCIENCE

PASTE HERE

ACTIVITY PROJECT

If you have seen any of the following subjects illustrated by motion pictures, tell what you saw. If not, tell how motion pictures might illustrate the subjects. Animal life, bird life, insect life, plant life, ocean life, use of machines, safety first, games and sports.

MOTION PICTURES NO. 15

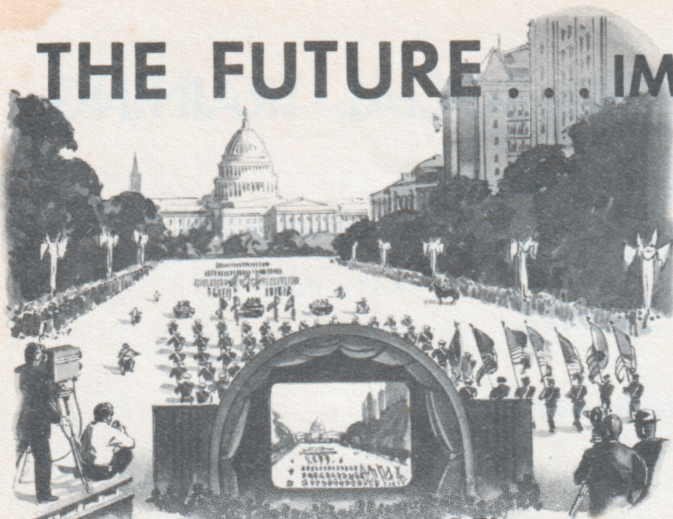
TRAINING FOR SPECIAL SERVICES

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ACTIVITY PROJECT

Tell about motion pictures that you saw concerning the training of policemen, soldiers, firemen, foresters or other public helpers.

THE FUTURE . . . IMPROVED METHODS OF



The Development of New Skill in Motion Picture Making

● "How I should have liked to see that!" we say when we read about an unusual and important event—the inauguration of a President, the launching of a ship, a celebration in a distant city, some scene of dignity and ceremony. Whatever these events, motion pictures show them to us. Cameramen go everywhere, taking pictures for the benefit of the public. Those motion picture reporters are among the bravest of all gatherers of news. They go to flood, fire and battle, risking their lives in a thousand ways. They enable us to see what happens in our times.

● Today motion picture work draws the most talented writers and the most pleasing actors. For the right to reproduce the best-selling books of the day, motion picture companies pay huge sums. To the most popular actors the companies pay high salaries. Even to actors who represent minor characters, and to other actors who do little more than form members of groups, the companies pay well.

● Skillful artists design settings for motion picture plays, the backgrounds before which the characters enact the stories. Not often is it convenient or possible to take an entire motion picture company to a South Sea Island, to a place in Africa, in India, in Alaska or to some city in Europe. It is easier, better and cheaper to design and to construct a setting that will represent a place. On a single motion picture lot a visitor will see settings that represent many parts of the world and many periods of history.

● Today in motion picture theaters we see in natural color moving and speaking pictures of the world's most interesting persons, artists, musicians, poets, statesmen, soldiers, Rajahs, Kings and Em-

perors. We wish that we had equally good pictures of leading persons of the past. How such pictures would illuminate history! Records of the appearance and of the speech of the great persons of today will enable the people of the future to have remarkable understanding of our period of civilization.

● The last picture to place in this book shows a most unusual scene, great fish swimming below the surface of the sea while a diver, standing in the midst of seaweed, looks on, keeping an attitude that shows that he wonders what the fish may do.

Such a picture of life under the surface of the ocean is startling because it shows something that ordinarily we cannot see.

Motion pictures show us many other unusual scenes, strange ocean caverns, fantastic sea creatures, dangerous animals in their tropical homes, volcanoes in eruption, ice fields of the Polar Regions, the peaks of great mountains and a thousand regions of wonder. Through such pictures all of us become explorers.

MOTION PICTURES NO. 16

MAKING NEWS PICTURES

PASTE HERE

ACTIVITY PROJECT

Make a list of different news events that you saw in motion picture theater news reels. Explain which of these events have highest importance, which have interest because they appeal to popular taste or concern popular amusements, and which have value merely because they represent the odd in human nature.

OBTAINING EFFECTIVE MOTION PICTURES

MOTION PICTURES NO. 17

SELECTING ACTORS

PASTE HERE

ACTIVITY PROJECT

Make a list of motion picture actors and actresses who please you especially in playing the following parts: young heroes, young heroines, villains, old men, old women, small boys, small girls, comedy characters, singers, speakers.

MOTION PICTURES NO. 18

PREPARING A SET

PASTE HERE

ACTIVITY PROJECT

What motion picture plays that you have seen had remarkably good settings of the following kinds? Beautiful outdoor scenes, delightful homes, great deserts, "Wild Western" scenery, city buildings, ocean views, winter scenes, tropical jungles, mysterious places.

MOTION PICTURES NO. 19

RECORDING A GREAT SPEECH

PASTE HERE

ACTIVITY PROJECT

By means of motion pictures you saw and heard a number of famous persons. What did you notice concerning the following? Length of recordings of speeches, use of close-ups in presenting speakers, use of distant and of group scenes, presentation of pictures of persons who listen to the speakers.

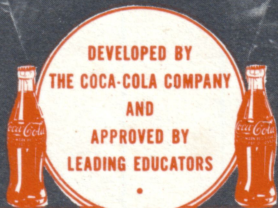
MOTION PICTURES NO. 20

MAKING UNUSUAL PICTURES

PASTE HERE

ACTIVITY PROJECT

Make a list of surprising places or seemingly impossible events that you saw presented in motion picture plays. What methods did motion picture cameramen use in order to make such pictures?



Distributed by The Coca-Cola Bottling Company

